

The Effects of 2016 Rio Olympics as Nation's Soft Power Strategy

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Abstract : Sports has been used as a valuable tool for countries to enhance brand image and to pursue higher political interests. Olympic games are one of the best examples as a mega sport event to achieve such nations' purposes. The term, "soft power," coined by Nye, refers to country's ability to persuade and attract foreign audiences through non-coercive ways such as cultural, diplomatic, and economic means. This concept of soft power provides significant answers about why countries are willing to host a mega sport event such as Olympics. This paper reviews the concept of soft power by Nye as a theoretical framework of this study to understand critical motivation for countries to host Olympics and examines the effects of 2016 Rio Olympics as the state's soft power strategy. Thorough data analysis including media, government and private-sector documents, this research analyzes both negative and positive aspects of the nation's image created during Rio Olympics and discusses the effects of Rio Olympics as Brazil's chance to showcase its soft power by highlighting the best the state has to present.

Keywords : country brand, olympics, soft power, sport diplomacy, mega sport event

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